

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Allmark International

Rhode Island Manufacturing Extension Services

Internal Relationship Building Improves Sales At Allmark International

Client Profile:

Allmark International is a small full-service sign and label making company specializing in safety signage and small runs since 1989. The company employs nine people at its Smithfield, Rhode Island facility.

Situation:

Allmark International's owner and president, Betty Goyette, formed the company with one goal in mind-- customer service, or as she says, "service as our number one product." She felt that the company's recent growth spurt was causing it to lose sight of the customer. Though business was steady, customers were not. Ms. Goyette first heard of the Rhode Island Manufacturing Extension Services (RIMES), a NIST MEP network affiliate, when she attended a meeting held by the RIMES/Smithfield Manufacturer's Partnership, a collaborative effort formed between RIMES and the Town of Smithfield. The town received a \$50,000 USDA grant and RIMES' direct or third-party services to small local manufacturers could be paid for through the USDA grant. Ms. Goyette found what she needed: an objective eye to help her sort through the daily issues, and a way to pay for it all.

Solution:

RIMES worked with Allmark International to help resolve its customer and sales issues. After several weeks of one-on-one meetings designed to uncover the real problems, RIMES helped Ms. Goyette realize that she needed to refocus on her relationship with her sales representatives. The owner is now meeting and calling with them on a more frequent basis. This practice has generated far more activity in the individual representatives' territories. In addition to this increased activity, Allmark representatives are gathering knowledge relative to the market and communicating it back to Betty, thus allowing her to be more responsive to customer needs.

Results:

- Deepened relationship with sales force.
- Increased sales activity in each territory.
- Anticipating an eventual increase in sales, profits, and customer focus.
- Developed an effective compensation package for key employees.
- Virtually eliminated management turnover.

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Testimonial:

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